



PEACE CORD WEB DEVELOPMENT PLAN

WEB HOSTING:

- If you can code and use a <https://peacecord.neocities.org> URL there's [Neocities Free Hosting](#)
- If a simple site with blog, <https://wordpress.com> charges [N4.085,00/year to connect URL](#)
- If you need an online database archive it will take more trouble with [Drupal](#) or [Joomla](#)

WEB DEVELOPMENT:

- <https://dev.ngo> offers free web design and web development for NGOs
- Or you can develop yourselves using Wordpress [themes for NGOs](#)
- Metatags Keywords Selection using <https://tagcrowd.com>
- Search Engine Optimization using <https://web.dev/measure>, <https://counter.dev>, <https://mediacloud.org>, <https://netlytic.org>

URL DOMAIN ADDRESS:

- <https://peacecord.com> is taken
- <https://peacecord.org> is taken
- <https://peacecord.neocities.org> is available for free with [free HTML hosting at Neocities](#)
- <https://peacecord.eu.org> is available for [free at EU.ORG](#)
- <https://peacecord.ng> is available for [N5,850,00/year at DotEngee](#)
- <https://peacecord.africa> is available for [N7.817,00/year at Web4Africa](#)

HOME PAGE:

- Color Palette: orange #ff6600, light blue #00ccff, black #000000, and white #ffffff
- Fonts Typography
- Logo (550 x 550 pixels)
- Mission Slogan Phrase (30 characters)
- Presentation Paragraph (140 characters)
- Presentation Photo (1600 x 1050 pixels)
- Partner Institutions Logos with Links

ABOUT PAGE:

- Institutional Photo (1600 x 1050 pixels)
- Institutional Release Text (3 paragraphs)
- Participants Testimonies (texts and videos)

BYLAWS PAGE:

- Principles Charter Document for Download
- Code-of-Conduct Document for Download
- Complete Statute Document for Download
- Cashflow Transparent Accountancy Audit Report
- Brand & Design Usage Tutorial Manual

ACCREDITATION:

- Accrediting Certifications: OMNIA Leadership Interfaith Peacemaker Team, Special Control Unit Against Money Laundry (SCUML), Corporate Affairs Commission (CAC), Nigerian Public-Private Partnership Network (PPPN), Community Based Development Non-Governmental Organizations Forum (CBD NGO)
- Academic Researches About Peace Cord: Joint Learning Initiative on Faith & Local Communities (JLIF&LC)
- Researchers & Accreditors Invitation Paragraph

PARTNERSHIPS:

- Partner Institutions Logos (550 x 550 pixels): Seek Peace USA, Bellwether International UK, Faithway Peace Foundation Nigeria, OMNIA Leadership Interfaith Peacemakers Capacity-Building.
- Partner Institutions Testimonies (videos and texts)
- Partnership Invitation Paragraph, Including Needed Volunteers

HISTORY PAGE:

- Inaugural Historical Photo (1600 x 1050 pixels)
- List of Links to Every Achievement in Chronological Order
- Presentation Paragraph (140 characters) About Achievements with Links to Partners
- Photos of the Most Important Achievements

LEADERSHIP PAGE:

- Staff Photo (1600 x 1050 pixels)
- Leadership & Board Presentation Paragraph (140 characters)
- Chairmembers Photos (550 x 550 pixels)
- Chairmembers Updated LinkedIn & Facebook Profiles Links
- Membership Invitation Paragraph

METHODOLOGY PAGE:

- Theory of Change Text
- Team Researching Photo (1600 x 1050 pixels)
- Any Educational Material Developed in PDF
- Projects Execution Technical Explanation (an example story)
- Projects Execution Technical Diagram

PROJECTS PAGE:

• One Page for Each Project Area (Projects Areas: Peacebuilding, Freedom of Religion or Belief (FoRB), Gender Equality on Faith, Advocacy Governance, Food Security, Climate Action, Education) With:

- Presentation Paragraph
- Presentation Photos & Videos (1600 x 1050 pixels)
- Any Educational Material Developed in PDF
- Links to Partners with Logo

DONATION PAGE:

- Cashflow Transparent Accountancy Audit Report
- Cashflow Transparent Accountancy Audit Summary Paragraph
- Bureaucratic Photo (1600 x 1050 pixels)
- Guide to Local & International Donations Transfer Guide Paragraph
- Official Bank Account
- Western Union Account for Direct Cash Donations
- PayPal Account & Donor Box Account for PayPal Donations

SHOP PAGE:

- <https://threadless.com> for merchandise & apparel e-commerce

SOCIAL MEDIAS:

- Social Media Posting Plan (testimonies from participants, interview with community, seminars on peacebuilding, podcast, etc.) using technologies such as <https://globalowls.com/social-media-tools-nonprofits>
- Social Medias Links
- Free Social Marketing Strategy Plan
- Paid Traffic Social Marketing Strategy Plan (Facebook Ads & Google Ads)
- Newsletter Invitation Paragraph

CONTACT:

- Headquarters Photo (1600 x 1050 pixels)
- Official Address
- Official Telephone
- Official E-Mail (some URL allow email accounts)